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### **ReServe Interactive Enhances Product Support and Training with Customer Self-Service Portal**

**Delafield, Wisconsin, October 2, 2007** - ReServe Interactive, a leader in hospitality management technology solutions, introduces its web-based Customer Self-Service Portal - a comprehensive, knowledge-driven extranet that provides current support subscribers with a single point of access for immediate, relevant product support and training solutions.

ReServe Interactive's Customer Self-Service Portal is accessible to subscribers 24/7 through a password protected login on the company's website. Once inside the portal, users can easily find answers to product-related questions; submit and track support cases; find solutions to software functionality issues within a comprehensive knowledge base; and communicate with ReServe Interactive support technicians. The portal will also offer training videos and self-guided tutorials allowing users to keep current on software features and updates.

"We have developed this portal using a powerful search and retrieval capability, ensuring that our customers can quickly and easily receive accurate, relevant and reliable results to their inquiries," explains Lynn Carter, chief technology officer at ReServe Interactive. "The knowledge-based portal increases our already advanced training capabilities and increases productivity among our support staff, allowing more customers to be assisted in a timely manner."

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In addition to the existing subscription-based toll-free help line that directly connects customers with ReServe's fully trained on-site support staff, the Customer Self-Service Portal empowers software users to help themselves in finding immediate solutions to their product queries.

Additional functionality allows customers the ability to monitor the status of their support cases and find out instantly when their case has been resolved by support technicians.

"More than 80 percent of ReServe Interactive users subscribe to our support services," explains Ronald Goodell, vice president of support services for ReServe Interactive. "Our focus has been, and always will be, on providing our customers with the most timely service possible, further supporting our commitment to our customers' success."

Customer data and questions submitted through the Customer Self-Service Portal provide product development staff with information to continually enhance the features and functionality of the ReServe product suite. By monitoring case submissions, ReServe can execute technical adjustments to the product architecture, institute performance enhancements for training and support services, as well as improve processes and procedures across all operations.

"We view our customers as true business partners," explains Goodell. "Their input is pivotal to the future of the ReServe Interactive product offering. In turn, we work hard to let our customers know that ReServe Interactive is 100 percent committed to providing the tools and support they need to effectively manage their businesses."

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ReServe Interactive specializes in Catering, Event Management, Dining Reservations and Table Management applications for the hospitality industry and is the only fully integrated solution for managing banquets and restaurant reservations in one system. ReServe Interactive software is suitable for a variety of hospitality venues including hotels, restaurants, sports and entertainment facilities, golf clubs, private clubs, cultural institutions and wineries. The company brings more than 20 years of experience in hospitality management and software development.

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